wireless transceiver **630** may apply e.g. the BT LE protocol described hereinbefore as an exemplifying framework for embodying the present invention. The apparatus **600** may further comprise a host interface **640** for providing an interface to other components or entities hosting the apparatus **600**, e.g. the advertising device **130**. The apparatus **600** may comprise further components not illustrated in the example of FIG. **6**.

[0078] Although the processor **610** is depicted as a single component, the processor **610** may be implemented as one or more separate components. Similarly, although the memory **620** is illustrated as a single component, the memory **620** may be implemented as one or more separate components, some or all of which may be integrated/removable and/or may provide permanent/semi-permanent/dynamic/cached storage.

[0079] The memory **620** may store a computer program **650** comprising computer-executable instructions that control the operation of the apparatus **600** when loaded into the processor **610**. As an example, the computer program **650** may include one or more sequences of one or more instructions. The computer program **650** may be provided as a computer program code. The processor **610** is able to load and execute the computer program **650** by reading the one or more sequences of one or more instructions included therein from the memory **620**. The one or more sequences of one or more instructions may be configured to, when executed by one or more processors, cause an apparatus, for example the apparatus **600**, to carry out operations, procedures and/or functions described hereinbefore in context of the wireless communication portion **132** and/or in context of the advertising device **130**.

[0080] Hence, the apparatus **600** may comprise at least one processor **610** and at least one memory **620** including computer program code for one or more programs, the at least one memory **620** and the computer program code configured to, with the at least one processor **610**, cause the apparatus **600** to perform operations, procedures and/or functions described hereinbefore in context of the wireless communication portion **132** and/or in context of the advertising device **130**.

[0081] The computer program **650** may be provided at the apparatus **600** via any suitable delivery mechanism. As an example, the delivery mechanism may comprise at least one computer readable non-transitory medium having program code stored thereon, the program code which when executed by the apparatus **600** cause the apparatus **600** at least to carry out operations, procedures and/or functions described hereinbefore in context of the wireless communication portion **132** and/or in context of the advertising device **130**. The delivery mechanism may be for example a computer readable storage medium, a computer program product, a memory device a record medium such as a CD-ROM, a DVD, a Blue-Ray disc or another article of manufacture that tangibly embodies the computer program **650**. As a further example, the delivery mechanism may be a signal configured to reliably transfer the computer program **650**.

[0082] Thus, the computer program **650** may be provided e.g. as a computer program product comprising at least one computer-readable non-transitory medium having program code stored thereon, the program code, when executed by an apparatus, e.g. the apparatus **600**, causing the apparatus at least to perform operations, procedures and/or functions described hereinbefore in context of the wireless communication portion **132** and/or in context of the advertising device **130**. As an example in this regard, the program code may be arranged to cause the apparatus to operate in one of a plurality of states, said plurality of states comprising at least the discoverable and the connectable state described hereinbefore, to receive, when being operated in the discoverable state, one or more requests from a remote wireless communication apparatus, and to change from the discoverable state to the connectable state in response to said requests fulfilling predefined criteria. As described hereinbefore in detail, such criteria may comprise, for example, one or more of the RSSI-based criteria and the identity/address-based criteria.

[0083] Reference(s) to a processor should not be understood to encompass only programmable processors, but also dedicated circuits such as field-programmable gate arrays (FPGA), application specific circuits (ASIC), signal processors, etc. Features described in the preceding description may be used in combinations other than the combinations explicitly described. Although functions have been described with reference to certain features, those functions may be performable by other features whether described or not. Although features have been described with reference to certain embodiments, those features may also be present in other embodiments whether described or not.

1. An apparatus comprising at least one processor and at least one memory including computer program code for one or more programs, the at least one memory and the computer program code configured to, with the at least one processor, cause a wireless communication apparatus at least to:

operate in one of a plurality of states, said plurality of states comprising at least

a discoverable state wherein the wireless communication apparatus is discoverable but not connectable, and

a connectable state wherein the wireless communication apparatus is both discoverable and connectable;

receive, when being operated in the discoverable state, one or more requests from a remote wireless communication apparatus; and

change from the discoverable state to the connectable state in response to said requests fulfilling predefined criteria.

2. An apparatus according to claim **1**, wherein said requests fulfilling said predefined criteria comprises a received signal strength indication derived on basis of said requests indicating the remote wireless communication apparatus to be within an operating range.

3. An apparatus according to claim **2**, wherein the remote wireless communication device is considered to be within the operating range in response a received signal strength indication derived for at least a predetermined number of said requests exceeding a predetermined threshold.

4. An apparatus according to claim **2**, wherein said connectable state comprises one of the following:

a connectable state wherein the wireless communication apparatus is connectable by said remote wireless communication apparatus, and

a connectable state wherein the wireless communication apparatus is connectable by any remote wireless communication apparatus.

5. An apparatus according to claim **1**, wherein said request fulfilling said predefined criteria comprises an identity or address indicated for said remote wireless communication apparatus in said requests matching one of the allowable identities or addresses.

6. An apparatus according to claim **5**, wherein said connectable state comprises a connectable state wherein the